

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	10225	707/3,4,5.ccls.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:49
L2	130	(target SAME customer SAME "marketing campaign")	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:50
L3	57	L2 and (705/14,10.ccls.)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:50
L4	29	L3 and (target WITH customer WITH ("marketing campaign" "market campaign"))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:50
L5	19	L4 and (sort\$3 query\$3)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:50
L6	14	L5 and (table)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:50
L7	0	L6 and (("CRM" "customer Relationship management") and ("customer hierarchy"))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:50
L8	9	((("CRM" "customer Relationship management") and ("customer hierarchy"))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:51

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L9	0	1 and 8	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:50
L10	2573	((("CRM" "customer Relationship management") and (sort\$3 query\$3))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:51
L11	1948	((("CRM" "customer Relationship management") and (sort\$3 query\$3)) and ((customer "marketing campaigns" (market\$3 WITH campaign\$1)))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:51
L12	386	11 and (((key field column) and table) SAME quer\$3)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:52
L13	0	2 and 12	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:52
L14	11	2 and 11	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:52
L15	8	14 and (segment\$1 segmentation\$1)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:53
L16	7	15 and ((map\$4 relat\$3 associat\$3) SAME (resource\$1 source\$1))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:54

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L17	0	16 and ((unmap\$4 un?map\$4 un?relat\$3 unrelat\$3) SAME (resource\$1 source\$1))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:55
L18	3	16 and ((unmap\$4 un?map\$4 un?relat\$3 unrelat\$3 new) SAME (resource\$1 source\$1))	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/01/04 16:55

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**mySAP Customer Relationship Management Delivers Superior Marketing ...**

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whitepapers.techrepublic.com.com/casestudy.aspx?docid=160110 - 36k - [Cached](#) - [Similar pages](#)**Marketing Campaign Management, Campaign Management Software ...**Marketing Campaign Management at SPSS. Your source for campaign management ... With this customer-focused approach, PredictiveMarketing customers are ...  
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www.chordiant.com/solutions/marketing.html - 18k - [Cached](#) - [Similar pages](#)**Marketing Campaign Management | OpenBOX Technologies | Flexible ...**

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www.quinetix.com**Marketing Campaign Mgmt**Use Capterra to Find and Compare Campaign Management Software.  
www.capterra.com**Campaign Management**End-to-end process handling Campaign & affiliate management  
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[www.openbox.net/mcm.asp](http://www.openbox.net/mcm.asp) - 27k - [Cached](#) - [Similar pages](#)

**[PDF] Marketing Campaigns Management Analytics for a Consumer OEM**

File Format: PDF/Adobe Acrobat

**Campaign Management System (CMS)** capable of storing and retrieving ... Designing **Marketing Campaigns**. After undertaking **customer** segmentation in a ...

[www.infosys.com/industries/electronics\\_hightech/CMS-Casestudy.pdf](http://www.infosys.com/industries/electronics_hightech/CMS-Casestudy.pdf) - [Similar pages](#)

**Neolane architecture for multi-channel marketing campaign ...**

Neolane urges finesse in **customer marketing campaigns** ... Neolane **Marketing Solution** Performs Live at Virgin Megastores ...

[www.neolane.com/us1/marketing\\_software/product\\_architecture.htm](http://www.neolane.com/us1/marketing_software/product_architecture.htm) - 32k - [Cached](#) - [Similar pages](#)

**CRM Marketing Campaign Management Solutions - Extraprise**

Extraprise's **customer management** services cover the complete life cycle of your CRM **marketing campaign management** solutions and sales initiatives.

[www.extraprise.com/services\\_cms.htm](http://www.extraprise.com/services_cms.htm) - 29k - [Cached](#) - [Similar pages](#)

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### **Aprimo Marketing Software**

Aprimo.com Enterprise Software to Track and Analyze Marketing Campaigns.

### **Campaign Management**

www.NetSuite.com Award-Winning CRM Solution Offers Complete Campaign Management.

### **Call Center, Bug Tracking and Project Management Tools for Linux**

A survey of **customer relationship management**, call management, project management, ... Seems to be a membership and marketing campaign system. ...

linas.org/linux/pm.html - 80k - [Cached](#) - [Similar pages](#)

### **Simply Better CRM™ -- Affordable, customizable, web-based Lead ...**

bTrack is web-based CRM software - **customer relationship management** software or CRM solution ... Seems to be a membership and marketing campaign system. ...

www.btrack.com/CRM-Customer-Relationship-Management-Software-Facts.htm - 136k - [Cached](#) - [Similar pages](#)

### **[PDF] Customer Relationship Management Package (CRMP)**

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CRMP is **customer relationship management** package that provides capabilities in the areas of ... Ability to access sales metrics for a **marketing campaign** ...

www.ismguide.com/public\_html/www/products/pdf/SampleReview.pdf - [Similar pages](#)

### **[PDF] 20773 SALELO~1.QXD.4**

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**Hierarchy** View of Account Relationships Graphical organisation chart for each ... modules for sales management, marketing campaign management and customer ...

www.onsitemarketingsolutions.com/Downloads/CompSLX\_SalesManvSLXEnterprise.pdf - [Similar pages](#)

### **Sales and marketing support system using a customer information ...**

In **query** by example, the database management system displays field information and users ... A "campaign" is a group of targeted sales leads (**customer** or ...

www.freepatentsonline.com/5930764.html - 235k - [Cached](#) - [Similar pages](#)

### **New Products, July 2005**

Understand and Predict **Customer** Behavior ... more effective ways to reduce costs in the areas of lost sales, marketing campaigns, and inventory management. ...

www.sqlmag.com/Article/ArticleID/46136/sql\_server\_46136.html - [Similar pages](#)

### **[PDF] Customer relationship management in financial services: towards ...**

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Relationship marketing and CRM – a hierarchy. CRM IN FINANCIAL SERVICES ...

**campaigns,measuring customer retention and campaign management. ...**  
taylorandfrancis.metapress.com/index/A4H6XK6M7Y8APUBT.pdf - [Similar pages](#)

### Link Keyword Results

Best Practices in **Customer Relationship Management** a White Paper published by  
KMWorld ... Document and **Campaign Management** -Automate mass mailings by easily ...  
www.managersforum.com/Links/ResultKeyword.asp?Keyword=CRM - 25k -  
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### Freeware Download: Customer Relationship Management

Daffodil CRM is an open **source customer relationship management** software that  
enables seamless coordination between sales, **marketing, customer service, ...**  
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### Forrester Research: Technology research and advice.

IBM's Software Group announced its intention to acquire **customer data ...** Consumer-  
facing companies are executing more **marketing campaigns** at higher ...  
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**Forrester Research: Technology research and advice.**

IBM's Software Group announced its intention to acquire **customer** data ... Consumer-facing companies are executing more **marketing campaigns** at higher ...

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**CRM Blog: Customer Service**

There is now no excuse for failing to reach the **customer** with sophisticated targeted **marketing** messages; **campaign management** tools allow email, ...

[www.crmblog.org/customer\\_service/index.html](http://www.crmblog.org/customer_service/index.html) - 385k - [Cached](#) - [Similar pages](#)

**Intelligent Enterprise : Ventana Research Product Assessment Guide ...**

**Source:** Access data from a RDBMS, multidimensional database **management** systems ...

Analysts must model **customer segments** and analyze product-related supply ...

[www.iemagazine.com/print\\_article\\_flat.jhtml?article=/](http://www.iemagazine.com/print_article_flat.jhtml?article=/)

[online\\_only/saguide2003/saguide1\\_1.jhtml](#) - 38k - [Cached](#) - [Similar pages](#)

**[PDF] VTT INFORMATION TECHNOLOGY Overview of Data Mining for Customer ...**

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and planning **marketing campaign**. Data mining tools have been used to identify ...

**Customer** relationship **management** (CRM) includes **customer segmentation** and ...

[www.vtt.fi/inf/julkaisut/muut/2001/customerprofiling.pdf](http://www.vtt.fi/inf/julkaisut/muut/2001/customerprofiling.pdf) - [Similar pages](#)

**Knowledge Management: Big Challenges, Big Rewards - CIO Special ...**

The company offered a plug-and-play **marketing management** solution called Solivtur, which a **customer** could customize in terms of adding tools to it. ...

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CRM, in particular using speci@ c tools such as **campaign management**. ... **segmentation**, **customer pro@ tability** analysis, **marketing** effectiveness and ...

[taylorandfrancis.metapress.com/index/A4H6XK6M7Y8APUBT.pdf](http://taylorandfrancis.metapress.com/index/A4H6XK6M7Y8APUBT.pdf) - [Similar pages](#)

**Raab Associates, Inc. - Software Reviews and other Articles**

conventional **campaign management**, split a **customer/prospect** universe into ... So they have tended to add real-time **marketing** analysis and **segmentation** that ...

[www.raabassociates.com/v906arch.htm](http://www.raabassociates.com/v906arch.htm) - 98k - [Cached](#) - [Similar pages](#)

**JOT: Issue May/June 2002 - Column 3**

Computerized personalization is beginning to be applied to **customer** relationship **management**, electronic commerce and information portal services. ...

[www.jot.fm/issues/issue\\_2002\\_05/column3](http://www.jot.fm/issues/issue_2002_05/column3) - 47k - [Cached](#) - [Similar pages](#)

**Business Intelligence: Data Mining for Dynamic Customer Analysis**

**(Source:** The **Management** Assistance Program for Nonprofits) ... A **customer segment** is a list of customers with specific characteristics that can be saved to ...

[www.watchit.com/PGDSCR.cfm?c\\_acronym=BITR&programPageDisplay=Glossary](http://www.watchit.com/PGDSCR.cfm?c_acronym=BITR&programPageDisplay=Glossary) - 396k - [Cached](#) - [Similar pages](#)



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**Customer Facing Applications. Consumer marketing. Campaign management;**  
Opportunity ... **Query.** Reports. Data mining. Data **Sources.** Tools. Serve. Data Marts ...  
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### **Marketing Analysis**

Manage your **marketing** campaigns more effectively with CRM software. [www.rightnow.com](http://www.rightnow.com)

### **Scholarly articles for customer marketing campaign management and customer hierarchy and customer segmentation**



Customer relationship management in financial services: ... -

RYALS - Cited by 24

Designing a Data Warehouse: Supporting Customer ... -

Todman - Cited by 21

Marketing Roi: the path to campaign, customer, and ... -

Lenskold - Cited by 8

### **Onyx Customer Marketing Automation and Management Solutions**

Increase your **campaign** effectiveness and reduce your **customer** acquisition ... sophisticated **campaign management** and powerful **segmentation** capabilities. ... [www.onyx.com/Products/MarketingAutomation.asp](http://www.onyx.com/Products/MarketingAutomation.asp) - 22k - [Cached](#) - [Similar pages](#)

### **Campaign Management**

The **hierarchy** that you set up for your **campaign** in the **Marketing Planner** is transferred to ... Business users reliant on IT for **customer segmentation**, ... [www8.sap.com/businessmaps/ED3D19B4BE724F22BA1A280FECB7AFA6.htm](http://www8.sap.com/businessmaps/ED3D19B4BE724F22BA1A280FECB7AFA6.htm) - 50k - [Cached](#) - [Similar pages](#)

### **[PDF] Customer Relationship Management: A Framework, Research Directions ...**

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**customer segments**. A variety of multivariate statistical methods ranging such as cluster ... offerings or direct **marketing campaigns**. ... [groups.haas.berkeley.edu/fcsuit/PDF-papers/CRM%20paper.pdf](http://groups.haas.berkeley.edu/fcsuit/PDF-papers/CRM%20paper.pdf) - [Similar pages](#)

### **Customer Intelligence: Segmenting Your Users ... Again**

**Marketing management** requires a portal to view **campaigns**, their **marketing** ... Satisfying **customer** intelligence users up and down the **hierarchy** has become a ... [www.dmreview.com/article\\_sub.cfm?articleId=1048499](http://www.dmreview.com/article_sub.cfm?articleId=1048499) - 41k - [Cached](#) - [Similar pages](#)

### **Marketing Systems: Making Sense of Marketing Software, Part 5**

Conventional **campaign management** is the oldest of these categories. ... By the mid-1980s, these had evolved into **marketing customer** information file (MCIF) ... [www.dmreview.com/article\\_sub.cfm?articleId=1844](http://www.dmreview.com/article_sub.cfm?articleId=1844) - 44k - [Cached](#) - [Similar pages](#)

### **Netwise-Praksis**

Netwise-Praksis Software: CRM **Customer Management** and **Campaign Management**, ... to choose the right **marketing** tools in accordance with **customer segmentation**. ... [www.netwise-praksis.com/solutions\\_crm.asp](http://www.netwise-praksis.com/solutions_crm.asp) - 41k - [Cached](#) - [Similar pages](#)

### **Forrester Research: Technology research and advice.**

**Customer relationship management** helps companies get new customers, ... Consumer-facing companies are executing more **marketing campaigns** at higher velocity ...  
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geo=0&dAg=10000&N=50928+50119 - 52k - [Cached](#) - [Similar pages](#)

**Business artifacts**

This includes **customer** name, address, organizational **hierarchy**, ... **Customer segmentation** plan. Before embarking into **marketing campaigns**, the **Marketing** ...  
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Perspectives: **Customer Experience Management** ... the dealer **management** system, wireless number portability, **customer segmentation** and **hierarchy** billing. ...  
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